

# Holidays are key in the rise in alcohol-related fatalities in Virginia

By Sylvia Reid (GD) this issue, talk to your over and provide guests School will be asking  
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(DMV) show that other nians can participate and tributing goodies such as  
holidays are also key in make this holiday sea- ways celebrate safely, pens, pencils, buttons,  
the rise in alcohol-rela- son safe. The commit- buckle up and drive so- notepads, and car trash  
ted fatalities. tee suggests serving ber." bags to anyone who  
Virginia's Drunk and plenty of food at holiday Robin Gary's driver signs the pledge. They  
Drugged Driving Pre- parties and controlling education classes and are also giving each  
vention Committee the amount of alcohol the SADD (Students teacher a "None for the  
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awareness and involve colol before the party is cisions) club at the High place in his/her room.

ties preventing senseless deaths and injuries resulting from driving under the influence of alcohol and other drugs. This means involving parents, teachers, public and private businesses, health organizations, law enforcement, churches and synagogues.

"We must all get involved as a community. If each group and individual brings their talents to the table, we'll accomplish our goal," said Robin Gary, Driver Education teacher at the High School. "Talk to the people at work about this issue, talk to the people at the gym about

From the Amelia Bulletin Monitor, December 19, 2002

Amelia, Va.

"Holidays are key in the rise in alcohol-related fatalities in Virginia"

# County joins 'None for the Road' campaign

The Botetourt County Sheriff's Department and the county Prevention Planning Team have joined the Virginia "None for the Road" campaign against drunk driving during the holiday season.

Statewide, the "None for the Road" campaign has expanded to include billboards along the highways, bus transit advertising, Virginia Rail Express car card advertising and cinema advertising in expanded markets. In addition, this year's materials have been developed for use during the December holidays and other holidays as well.

Traditionally, the December holidays are linked to one of the deadliest times of the year on the Commonwealth's highways, and "None for the Road" committee members are making an

effort to change that.

A second arm of the program includes networking through groups and organizations like Botetourt's Prevention Planning Team. These organizations create their own local grass roots programs.

The Botetourt County Sheriff's Office and the Prevention Planning Team will have a display with information, games, and recipes at the Botetourt Commons Shopping Center on Saturday, December 7 from 10 a.m. to 1 p.m.

One of the games will feature an obstacle course using the "Fatal Vision" goggles that simulate the effects of how various levels of alcohol in the blood stream can affect coordination.

The Sheriff's Office web

site at [www.botetourtsheriff.org](http://www.botetourtsheriff.org) has other information regarding the "None for the Road" Campaign.

The state committee also has distributed "None for the Road" materials to almost 14,000 owners of establishments selling or serving alcohol throughout Virginia. An additional 4,000 customized packets went out to law enforcement, education safety organizations, transportation safety organizations, hospitals, fire departments, emergency medical services agencies and others. This year's campaign marks the first time materials have been designed for and sent to all Virginia judges.

Partners on Virginia's "None for the Road" committee include the Virginia Department of Alcoholic

Beverage Control (ABC), the Virginia Department of Motor Vehicles (DMV), the Virginia Department of State Police, the Virginia Department of Health, the Virginia Department of Education, the Virginia Center for School Safety, the Virginia Alcohol Safety Action Program, the Virginia Sheriff's Association, DRIVE SMART Virginia, the Virginia Association of Chiefs of Police and Mothers Against Drunk Driving (MADD).

The program is funded through a grant from DMV and is administered by ABC.

For more information on this or other aspects of the None for the Road campaign, contact ABC Education at (804) 213-4571. Information is also available on the Web at [www.abc.state.va.us/education.html](http://www.abc.state.va.us/education.html).

From the Fincastle Herald, December 4, 2002

Fincastle, Va.

"County joins 'None for the Road' campaign"

## Cantor helps Little Fork promote 'None for the Road'

The Little Fork Volunteer Fire and Rescue Company is urging the public not to mix holiday drinking and driving. LFVFRFC is also encouraging everyone to buckle up to reduce the number of injuries and fatalities caused by motor vehicle accidents.

Businesses, community organizations, area law enforcement and local citizens have joined Little Fork in its efforts to promote Virginia's None for the Road Campaign, which combats impaired driving.

"We are pleased to add Congressman Eric Cantor (7th Congressional District) to LFVFRFC's list of supporters in the national 'None for the Road' campaign," Chief Darren Stevens said.

Cantor valued the opportunity to help Little Fork promote the national 'None for the Road' campaign, saying: "I salute and wholeheartedly support LFVFRFC for its efforts in the national 'None for the Road' campaign. I am happy to join the campaign by urging every-

one to buckle up and please don't drink and drive."

"Virginians will make this holiday season a safe one if they properly plan their festivities and get a safe, sober ride home," Deputy Chief Doug Monaco added. "Let's do our part to completely eliminate drinking and driving during this special time of the year and



throughout the year ahead."

The volunteers proudly protect and preserve life and property in the northern end of Culpeper County including Rixeyville, Lakota, Jeffersonton and the major subdivisions of Quail Ridge and South Wales. The company also assists other departments in Culpeper, Fauquier and Rappahannock counties.

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From the Culpeper Star-Exponent, December 26, 2002

Culpeper, Va.

"Cantor helps Little Fork promote 'None for the Road'"

# State Police To Increase Holiday Patrols

Col. W. Gerald Massengill, Virginia State Police Superintendent, has announced that the Virginia State Police will be highly visible on the Commonwealth's roadways throughout the holiday season.

A record number of travelers is expected on the highways during the New Year's holiday. "We want to do everything possible to deter the fatal crashes caused by impaired and

aggressive drivers," said Massengill.

The department and other state law enforcement agencies will continue the multi-state initiative, Checkpoint Strikeforce, by conducting checkpoints with local police departments and other state police departments through Jan. 4. Police agencies in Virginia, Delaware, Maryland, Pennsylvania, West Virginia, and the District of

Columbia are combining resources to increase checkpoints for this effort.

"Troopers will be out there both as a reminder for everyone to drive safely and to enforce traffic laws," Massengill said. "We want everyone to have a safe holiday season."

Police urge party-goers to never drink and drive, to designate those who have not been drinking to do the driving or call a cab. "Impaired driv-

ing is no accident. It is a violent crime that kills," Massengill said. "We encourage motorists to make it 'None for the Road' this holiday season."

Other safe-driving advice includes driving defensively, obeying posted speed limits, wearing safety belts and putting children and infants in child safety seats that are installed correctly.

From the Dickenson Star/Cumberland Times, January 1, 2003  
Clintwood, Va.

"State Police To Increase Holiday Patrols"



A group of students, members of the Students Against Destructive Decisions (SADD) chapter at Halifax County High School, are posing behind a large, dark-colored sign. The sign has the text "For the Holidays!" written on it in a stylized, white font. The students are dressed in casual winter clothing. In the background, a building is visible.

**GAZETTE-VIRGINIAN**  
SOUTH BOSTON, VA  
3-TIMES/WEEK 11,000  
DEC 23 2002

*Virginia Clipping Service*

**SAFE AND SOBER HOLIDAY**—The Halifax County High School chapter of Students Against Destructive Decisions (SADD) distributed nearly 1,600 pieces of Christmas candy to the school's students Friday. Each piece of candy featured a card wishing the students a "Safe and Sober Holiday." In addition, the SADD chapter distributed pencils and pens to the faculty promoting the "None For The Road" campaign sponsored by the Virginia State Police. Members of the chapter wish everyone a safe and happy holiday season.

From the Gazette-Virginian, December 23, 2002

South Boston, Va.

"Safe and Sober Holiday"

## 'None for the Road' this holiday season

Traditionally, the December holidays are linked to one of the deadliest times of the year on Virginia's highways. Statistics from the Department of Motor Vehicles (DMV) show that holidays in general have a rise in alcohol-related fatalities. There were nine fatalities in Culpeper County during the 2001 year. By June 30, 2002, Culpeper had already reached nine fatalities.

As we drive down the roads in our community and see the roadside memorials of where someone has lost their life, we as responsible drivers must do everything possible to ensure the safety of our passengers and others that share the road. There are three simple steps: (1) make

sure all occupants are properly belted in the vehicle and youngsters under six are in approved child safety seats or boosters (2) obey all highway signs and signals; this includes the speed limit (3) do not allow drunk or drugged drivers behind the wheel.

The Culpeper Police Department will be providing saturated patrols during this National Drunk and Drugged Driving Prevention Campaign. We also need your help, if you see anyone driving in a reckless manner or you believe them to be under the influence, please call in and report the vehicle. Please answer all the dispatcher's questions, so they can direct law enforcement to the area in which the vehicle is heading.

From the Culpeper News, December 12, 2002  
Culpeper, Va.

"None for the Road this holiday season"



# SATIRA encouraging none for the road

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One life lost in a preventable traffic crash is one too many. Statistics show that approximately one in three will be involved in an alcohol-related crash at some point in our lives. Help your friends and family members celebrate the holidays safely and responsibly by not drinking and driving.

Traditionally, the December holidays are linked to one of the deadliest times on Virginia's roadways. Last year, 355 people were killed in alcohol-related crashes, according to DMV's statistics. That's a disheartening statistic.

The Substance Abuse Task Force in Rural Appalachia (SATIRA) wants to raise public awareness and involve communities in activities preventing senseless deaths and injuries resulting from driving under the influence of alcohol and other drugs. This means involving parents, teachers,

businesses, health organizations, law enforcement, churches, and synagogues. By diligently campaigning to keep drunk and drugged drivers off the roads, we can make Virginia's roadways safer for our families and friends.

Locally, convenience stores are placing None for the Road cling-on mini-posters on coolers where alcoholic beverages are sold and restaurants are distributing None for the Road tip cards to patrons. Other promotional items are being distributed throughout the county.

All Virginians are encouraged to do their part to promote the None for the Road message during the holidays and all year round.

For more information on the None for the Road campaign, call 988-5583, ext. 324 or Virginia ABC at (804)213-4413 or (804)213-4688.

From the Clinch Valley News, December 25, 2002  
Tazewell, Va.

"SATIRA encouraging none for the road"